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Inside Information

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NEW SAIOSDA OFFICERS INSTALLED AT MEET

New officers, for the 1982-83 year, were installed at the annual meeting and workshop of the Southern Association of Information Officers of State Departments of Agriculture last week.

Ten states were represented at the meeting, hosted by the Virginia Department of Agriculture & Consumer Services at Richmond, August 8-10.

Valera Jessee, Georgia Department of Agriculture, was elected president of the southern communicators group. She had been vice president the past year.

Mark McBride, Tennessee Department of Agriculture, was elected vice president. Ray Schreiner, Virginia Department of Agriculture & Consumer Services, was reelected secretary-treasurer, and Larry Michaud, Louisiana Department of Agriculture, was named member-at-large to serve on the board.

In addition to Georgia, Louisiana, Tennessee and Virginia, other states represented were Florida, Kentucky, North Carolina, Oklahoma, Texas and West Virginia. Three USDA agencies also attended the workshop.

RESEARCH COMMUNICATIONS WORKSHOP SET

Land grant university and USDA research administrators and information officers will gather at St. Louis, Mo., September 16-17, for a national workshop focusing on more effective and planned reporting of agricultural research and science results.

The workshop, sanctioned by the Experiment Station Committee on Organization & Policy (ESCOP), is being planned by a committee under the direction of Dr. Durward Bateman, director of the North Carolina Agricultural Experiment Station, and Dr. Mason Miller, communications officer with USDA's Cooperative State Research Service.

Miller says experiment station directors and those concerned with science communication particularly have a stake in this workshop and its outcome.

The workshop will be held at the Henry VIII Inn and Lodge, 4690 North Lindberg Boulevard in St. Louis (515) 731-3040. For registration forms and additional forms, contact Miller (electronic mail: Dialcom AGS3003), or call (202) 447-5641.

"AG IN THE CLASSROOM" MEETINGS UNDERWAY

The first of three regional meetings on "Agriculture in the Classroom," held at Lincoln, Nebr., August 3, was a success by all counts, according to those who attended.

Over 100 agricultural leaders and educators attended the day-long seminar conducted by Sally Katt, of Special Programs Center in USDA's Office of Governmental & Public Affairs.

Representatives from 10 midwestern states at the seminar vowed to return to their respective states and start projects within their states.

Ted Crane, head of the Special Programs Center, also was on hand, and met with some of the "Agriculture in the Classroom" task force members to draft plans for the 1982-83 year.

The second such seminar will be held in Harrisburg, Pa., on August 30, and the third in Portland, Ore., on September 17.

Meanwhile, Larry Marton of the Special Programs Center, discussed the national project with communications officers from 10 southern state departments of agriculture in Richmond, Va.

Further information about the program may be addressed to Ted Crane or Sally Katt, Special programs Center, Officer of Governmental & Public Affairs, Room 536-A, USDA, Washington, DC 20250, or call (202) 447-5163 or (202) 382-9435.

USDA REPORT AVAILABLE ON ELECTRONIC INFO

A report which summarizes USDA's testing and development of electronic communications and information dissemination is available from the Office of Governmental & Public Affairs.

The paper summarizes the 1981 testing of electronic mail by some USDA agencies and land grant universities, and 1982 developments in establishing an electronic information and dissemination system for agricultural communicators.

The report takes a look at some future options for electronic information dissemination, particularly as it relates to USDA and its agencies, land grant universities and state departments of agriculture.

A copy of the report will be sent soon to information or editorial heads with USDA agencies, states departments of agriculture and land grant universities.

Others interested in receiving a copy of the report may contact Stan Prochaska, assistant public affairs director, Room 402-A, USDA, Washington, DC 20250 (electronic mailbox: Dialcom AGR002).

"A BETTER WAY..." VIA CABLE TELEVISION

USDA's weekly television program, "A Better Way...", is now being telecast via cable television.

The Appalachian Community Service Network began carrying the half hour show recently. ACSN consists of 200 cable systems in 41 states, serving about 1.4 million households.

ACSN airs the program twice each week--Tuesday at 11:30 a.m. and Thursday at 3 p.m.

Beginning the week of August 23, cable system KVLV (Ch. 3), San Fernando Valley, Calif. will begin using "A Better Way..." The program will be scheduled for Tuesdays at 7:30 p.m.

KVLV expects to be serving about 100,000 homes in the greater Los Angeles area by early next year.

DAILY NEWS SUMMARY DELIVERED QUICKLY

"AGa.m.," the daily news summary prepared for USDA executives by the News Center in USDA's Office of Governmental & Public Affairs, is now being delivered via electronic mail to nearly 100 subscribers."

The two-page (single-spaced) summary is prepared between 6:30 and 8 a.m. Monday through Friday by Barry Jenkins, News Center public affairs specialist.

"AGa.m" summarizes and highlights news concerning USDA and its programs, as gleaned from AP, UPI, CNS, Gannett and other news services, as well as the daily Washington POST, Washington TIMES, New York TIMES, WALL STREET JOURNAL, and other publications.

Originally distributed only to the Secretary of Agriculture and other top officials of USDA, it now is disseminated by several USDA agencies among their officials, including some outside of Washington, D.C.

Jenkins transmits copy to those on the Dialcom electronic mail system around 8 a.m., which usually is before those receiving printed copies in the USDA Administration Building get their hand delivered copies.

Copies are not mailed via the regular postal service by the News Center, only via the Dialcom electronic mail system.

Agricultural communicators (in USDA, land grant university and state department of agriculture) now receiving "AGa.m." point out its usefulness in alerting them about issues being reported by the press.

Often this allows the information offices to check with their administrators or program officials, and be prepared with a response for the calls from other news media and the public which usually follow the initial story.

Any information office on the Dialcom electronic mail system which wants to be added to the daily distribution, should send a request to Jenkins (electronic mail: Dialcom AGR004).

WEEKLY FOOD NEWSLETTER BEGINS PUBLICATION

A new weekly food newsletter, entitled "Food Marketing Communicator," has just been inaugurated, according to an article in THE PRODUCE NEWS.

A publication of Food Marketing Communications, Inc., it specifically targets the information needs of food executives and managers. Its focus is on market reports and trends, USDA and other government news affecting the food industry, statistical reports and summaries and industry news.

Prepared by former USDA public information specialists, news is gathered from a wide variety of national and international sources to which the firm is connected via its electronic communications link (Dialcom system--AGZ040).

The two former USDA communicators are Susan Sperling and Werner Hietsch, once with the now defunct USDA regional information office in New York City, administered by USDA's Agricultural Marketing Service.

FIRST SMALL FARM REPORT ISSUED

North Carolina A&T State University, Greensboro, has issued its first issue of "Small Farm Report," a quarterly published in cooperation with North Carolina State University and the agencies and organizations of the Small Farm Task Force of North Carolina.

The first issue tells how it all began, who the small farmer is, characteristics of a small farmer and about the small farm family assistance project.

A copy of the news letter is available by writing to Valorie R. Freeman, media coordinator, N.C. A&T State University, Greensboro, NC 27420 (electronic mail: Dialcom AGS1779).

AG COMMUNICATORS RECOGNIZED BY NAGC

A number of agricultural communicators, from both federal and state organizations, were recognized recently by the National Association of Government Communicators at its annual Blue Pencil and Gold Screen awards banquet.

Gary Crawford, public affairs specialist with the Radio-Television Center in USDA's Office of Governmental & Public Affairs, won first place in the Gold Screen "Radio Information" category, with his entry called "The Survivors."

Jan Kern, editor with USDA's Food & Nutrition Service, also won first place, in the Blue Pencil "Magazines, General, One Color" category, with her entry of the "Food and Nutrition" magazine.

Four communicators won second place awards in the Blue Pencil contest.

Paul DuMont, editor with USDA's Soil Conservation Service, won second place in the "popular publications over 16 pages, 4-color" category with his publication, "Challenging Careers in Soil Conservation."

Edwin Moffett, public affairs specialist with USDA's Agricultural Marketing Service, received a second place award in the "speeches" category with his entry, "Agricultural Marketing: The Challenge of Changing."

Lynn Schwartz, public information coordinator with the Minnesota Department of Agriculture, won a second place award in the "technical publications over 16 pages, one color" category, with her entry, "Community Forestry--A Guide."

Dot Sparer, publications editor, Bill Reeves, art coordinator, and Pat Smith, photographer, with the University of Georgia won a second place award in the "other serials for general or technical audience" category with their entry, "1980-81 Annual Report."

The Photography Center of USDA's Office of Governmental & Public Affairs received an honorable mention in the Gold Screen contest, in the "education slide/audio" category, with their slide/tape entry, "People on the Farm: Getting Started."

"AGRICULTURE: HEARTBEAT OF AMERICA

U.S. farmers produce the world's most abundant supply of high quality foodstuffs. But the contributions of agriculture go well beyond the farm.

Farmers supply a food and fiber system that generates about 20 percent of the nation's gross national product and employs 23 percent of the U.S. labor force.

CORRECTION: NEWS DISSEMINATION SUBJECT

In the July 26 issue of "Inside Information," front page item on USDA's electronic news dissemination service, incorrectly said "ERA" was the selection for economic research report abstracts.

The correct selection prompt is "ECON".

Also, the "OAS" selection should have been "OASS" for outlook and situation summaries.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Any items, comments and inquiries should be addressed to Stan W. Prochaska, Assistant Public Affairs Director, Room 402-A, U.S. Department of Agriculture, Washington, DC 20250, to AGR002 on the Dialcom electronic mail system, or call (202) 447-7454.